WEEKLY UPDATE
IMPLICATIONS
MARCH 7, 1994

- Quarter-to-date volume remains 6 billion units above Original Budget, with performance benchmarks favorable except Basic's share of Discount in C-Stores.
  - Stronger going rates are driven by Marlboro.
  - Retail pack and carton prices have been stable since mid-December.
  - Lean Marlboro retail and wholesale inventories.
  - Competitive promotional activity is moderating, and remains below 1993 levels.

- First Quarter volume is expected to be at least 49.5 billion units. We are currently running at a 50.0 billion unit rate.

- McLane Industry shipments to retail, including Marlboro, continue to increase. However, Marlboro and PM share trends are depressed by recent higher competitive Discount and Premium brand promotional activity.

- Competitive brands have increased promotional activity in recent weeks:
  - Doral coupons in Nielsen supermarkets and B1G1F in McLane region 3 C-Stores.
  - Newport IRC's in Nielsen supermarkets.
  - Free product offers on Winston Select and Camel in Nielsen and McLane C-stores.

- Latest results from Basic's market level initiative are still inconclusive. Thus far, strongest Basic gains are evident in markets driven by Discount category growth.

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Source: https://www.industrydocuments.ucsf.edu/docs/qjpk0000